

The image features a top-down view of various Red Crush lettuce leaves scattered across a white background. The leaves are in various stages of being cut, showing their characteristic red and white variegated patterns. In the center, there is a dark red, multi-layered circular graphic that serves as a backdrop for the main title.

# Red Crush

RED RIGHT  
TO THE HEART

**INNOVATION**

# The first lettuces red to the heart!

The entire leaf of a Red Crush® lettuce is colored, a highly intense red from the outside right to the heart of the plant.

A brand new innovation created by Gautier Seeds.



# The red heart that is revitalizing the sector



### GROWERS, DARE TO GO RED

The Red Crush® varieties and their intense red color are a major asset in diversifying the range. Rare and remarkable products with a strong potential for development.



### COLORS AND FLAVORS IN STORES

Red Crush® lettuces combine freshness, crunchiness, flavors and colors! Eye-catching products that draw consumers' attention to vegetable stalls and bring added-value to the category.



### DEEP CRUSH ON THE PLATE

Red Crush® invites consumers to discover a creative and tasty cuisine, combining a balanced diet with colorful presentations. Eat salad? Yes, but with style! Watch out for the crush!



## Choose yours!

The Red Crush® concept is found in several types of lettuce. Explore the range!



### LITTLE GEM

The Red Crush® little gem features an upright habit and dense, intense red heart. Its appealing crunchy leaves are delightful. It is grown in open field in hot conditions and is also suitable for hydroponic cultivation.



### MINI-COS

The Red Crush® mini-cos stands out for its smooth, subtle red foliage and its very light, slightly sugary taste. It is cultivated in temperate conditions in open field.



### MULTI-LEAF

The Red Crush® multi-leaf is a red-batavia type with incised leaves. Its intense red coloring tapers prettily from the edge of the leaf to the blade. A product that is ideal for spring and autumn harvests, in open field and in hydroponics.

### EXPERTISE & INNOVATION



Red color guarantees more attractiveness and pleasure in the plate, and the easy-to-prepare types of lettuce respond to current consumer trends. Until now, all red lettuces we could find on the market had red color concentrated on the outer leaves. Our research programs have succeeded in fixing the intensity of color, which allows us to launch an innovative range of red lettuce to the heart. Our first series of varieties is composed of Er2114 little gem, N2061 mini cos, and Redigo 2 multi-leaf. Beyond the color, we have validated the agronomic qualities of the plants during our field trials. Don't wait any longer, try them!

Sébastien TOMMASI, Lettuce breeder

Established in the lettuce market for several decades, Gautier Seeds conducts ambitious research and development programs and offers lettuce varieties increasingly adapted to changing market needs.



The logo for 'Red Crush' is centered on the page. It consists of the words 'Red' and 'Crush' stacked vertically in a white, serif font. The text is set against a dark red, circular background that has a scalloped or wavy edge. The background of the entire page is a light cream color, scattered with various pieces of red-leafed lettuce, including whole leaves and smaller, torn pieces, showing different textures and shades of red and purple.

# Red Crush

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